



華中師範大學
CENTRAL CHINA NORMAL UNIVERSITY

Jingchu Mandarin Journey: An Exploration of Business Chinese and Cultural Heritage

Duration: 2025.06.30-2025.07.13

Location: Wuhan & Xiangyang

Application Website: <http://ccnu.at0086.cn/student>

Application Deadline: 2025.05.30

Tel: 86-27-67865607

Email: exchange@ccnu.edu.cn



HUBEI - WUHAN · XIANGYANG

Wuhan

- Abundant educational resource
- Rich cultural heritage
- Strong economic vitality
- A paradise of food and convenient lifestyle
- An international city environment



Central China Normal University (CCNU)

- Established in 1903
- Comprehensive normal university guided directly by the ministry of education
- One of the universities on the list of “211 national education priority project” and “double first-class” initiative
- An important base for the cultivating brilliant talents for the country
- A top-quality training center for excellent teachers in higher education



Program Agenda (This agenda is subject to change)

Monday June 30th	Tuesday July 1st	Wednesday July 2nd	Thursday July 3rd	Friday July 4th	Saturday July 5th	Sunday July 6th
9:00 - 11:00 Opening Ceremony, Group Picture, Campus Tour	9:00 - 11:00 Lecture: The History and Future of the Three Towns in Wuhan	9:00 - 11:00 Basic Business Chinese: Learn common expressions in business meetings	9:00 - 11:00 Lecture: Introduction to Top Chinese Enterprises	9:00 - 11:00 Basic Business Chinese: Learn the skills of telephone communication	9:00 - 11:00 High-Speed Railway to Xiangyang	9:00 - 11:00 Visit Longzhong Scenic Spot
14:30 - 16:30 Basic Business Chinese: Introduce the basic vocabulary and expressions	14:00 - 17:00 Visit Hubei Provincial Museum	14:30 - 16:30 Cultural Experience Activity: Chinese Calligraphy	14:00 - 17:00 Visit Dongfeng Auto Corporation	14:30 - 16:30 Oral Chinese Practice	14:00 - 17:00 Visit Xiangyang Museum	14:00 - 17:00 High-Speed Railway back to Wuhan
Monday July 7th	Tuesday July 8th	Wednesday July 9th	Thursday July 10th	Friday July 11th	Saturday July 12th	Sunday July 13th
9:00 - 11:00 Basic Business Chinese: Introduce the business manner in business situations	9:00 - 11:00 Lecture: Introduction to Wuhan breakfast Culture (Guo Zao)	8:00 - 9:00 Cultural Experience Activity: Authentic Wuhan Breakfast 9:00-11:00 Visit the Yellow Crane Tower	9:00 - 11:00 Lecture: The Development of E- commerce in China	9:00 - 11:00 Basic Business Chinese: Introduce the characters of Chinese business culture	Day On Your Own	9:00 - 11:00 Closing Ceremony
14:30 - 16:30 Cultural Experience Activity: Tea Ceremony	14:30 - 16:30 Cultural Experience Activity: Chinese Kung Fu	14:30 - 16:30 Basic Business Chinese: Learn the practical expressions in travels	14:00 - 17:00 Visit the High and new technology enterprises and take the air train	14:00 - 17:00 Visit Jiangnan Road 19:00-20:00 Yangtze River Ferry Night Tour		14:30-16:30 Shuttle Bus to Airport